

To: "Richard Kuo" <rkuo@google.com>  
From: "Cliff Samaniego" <csamaniego@google.com>  
CC: "Adam Relis" <arelis@youtube.com>, "alexj@youtube.com" <AlexJ@youtube.com>  
BCC:  
Sent Date: 2007-06-08 06:45:32 GMT  
Subject: Re: 2 screen shots from HSN

---

I think I know what's going on here. Richard, if we migrate any partners, their content is automatically claimed, yes? If they are claimed, then the Ad Sales team automatically receives a client ID and ads are automatically turned on.

I think I ran across this once when we did tests with the first wave of the migration. There were a few non-profits (linktv

On 6/7/07, Richard Kuo <rkuo@google.com> wrote:

>  
> If your partners are uploading videos via the web and not claiming  
> them...that might account for it. Also the ads system can be a bit flaky  
> sometimes...you should continue to keep an eye open for weird behavior.  
>  
> I don't think there any particular way to message this...we host content  
> and in return we run ads against it. The only reason this seems weird is  
> because we're running house ads against all non-partner content due to  
> playing it safe, so to speak.

> On 6/7/07, Adam Relis <arelis@youtube.com> wrote:

> >  
> > Fair enough. I just haven't seen these type of ads above videos for any  
> > of my other partners. It's always a house ad.  
> >  
> > Is there a particular way I should message this to them?

> > On 6/7/07, Richard Kuo <rkuo@google.com> wrote:

> > >  
> > > Pretty much every partner on YouTube has a content owner account.  
> > >  
> > > We revshare if the deal is for revshare. BBC has opted out of ads and  
> > > we will probably be doing it with university deals. But these have  
social  
> > > and/or large deal scope merits and for HSN, we might be skeptical about  
> > > allowing them to opt out?

> > > 1 by 1 is one way to do it...not a great one right now. We have more  
> > > ways to find unclaimed content coming.

> > > On 6/7/07, Adam Relis <arelis@youtube.com> wrote:

> > > >  
> > > > I'm not sure I've heard of this type of account before. How does a  
> > > > partner get set up with it? Do we split revenue here? Can the partner  
opt  
> > > > out?

> > > > FYI, this is a torso partner, so there should not be any negotiated  
> > > > deal associated. Also, they have over 6000 videos, so if they did what  
to

>>>> continue and claim the content, what's the best way to do that? 1 by 1?

>>>> Thanks,

>>>> Adam

>>>> On 6/7/07, Richard Kuo <rkuo@google.com> wrote:

>>>>> These partners have content owner accounts which indicates that they "own" the content they are uploading. We run ads against all licensed content of this nature, unless the negotiated agreement for some reason tells us not to.

>>>>> If some content in their account somehow failed to claim properly, they might want to manually claim it as the message indicates.

>>>>> On 6/7/07, Adam Relis <arelis@youtube.com> wrote:

>>>>>> Hey All,

>>>>>> I just got off the phone with HSN, and they have some very strange things going on in their account. See the attached screenshots.

>>>>>> Basically it looks like their content has paid banners running across some of their videos when they are not signed up for revenue share.

>>>>>> Also, on a number of migrated videos from GV, there is a message about claiming content.

>>>>>> Not sure what's going on here, but thought I should pass it along. Thanks for taking a look.

>>>>>> -Adam

>>>>>> ----- Forwarded message -----

>>>>>> From: Pizzuto, Joseph [REDACTED]

>>>>>> Date: Jun 7, 2007 1:57 PM

>>>>>> Subject: RE: 2 screen shots from HSN

>>>>>> To: Adam Relis <arelis@youtube.com>

>>>>>> Try this?

>>>>>> -----

>>>>>> \*From:\* arelis@google.com [mailto:arelis@google.com] \*On Behalf Of\* Adam Relis

>>>>>> \*Sent:\* Thursday, June 07, 2007 4:47 PM

>>>>>> \*To:\* Pizzuto, Joseph

>>>>>> \*Subject:\* Re: 2 screen shots from HSN

> > > > >  
> > > > >  
> > > > > Hi Joe,  
> > > > >  
> > > > > I don't see any attachments here. Can you please resend when you  
> > > > > have a second?  
> > > > >  
> > > > > Thanks!  
> > > > >  
> > > > > On 6/7/07, \*Pizzuto, Joseph\* [REDACTED] wrote:  
> > > > >  
> > > > >  
> > > > >  
> > > > >  
> > > > >  
> > > > > \*\*\*\*\*  
> > > > > Adam Relis  
> > > > > YouTube  
> > > > > 1000 Cherry Ave, Suite 200  
> > > > > San Bruno, CA 94066  
> > > > > Phone: [REDACTED]  
> > > > > Fax: 650.963.3367  
> > > > > arelis@youtube.com  
> > > > >  
> > > > > "This email and the information it contains are confidential and  
> > > > > may be privileged. If you have received this email in error please  
notify me  
> > > > > immediately and do not copy it for any purpose, or disclose its  
contents to  
> > > > > any other person. Internet communications are not secure and,  
therefore,  
> > > > > Google does not accept legal responsibility for the contents of  
this message  
> > > > > as it has been transmitted over a public network. If you suspect  
the message  
> > > > > may have been intercepted or amended please call me."  
> > > > >  
> > > > >  
> > > > >  
> > > > > --  
> > > > > \*\*\*\*\*  
> > > > > Adam Relis  
> > > > > YouTube  
> > > > > 1000 Cherry Ave, Suite 200  
> > > > > San Bruno, CA 94066  
> > > > > Phone: [REDACTED]  
> > > > > Fax: 650.963.3367  
> > > > > arelis@youtube.com  
> > > > >  
> > > > > "This email and the information it contains are confidential and  
> > > > > may be privileged. If you have received this email in error please  
notify me  
> > > > > immediately and do not copy it for any purpose, or disclose its  
contents to  
> > > > > any other person. Internet communications are not secure and,  
therefore,  
> > > > > Google does not accept legal responsibility for the contents of  
this message  
> > > > > as it has been transmitted over a public network. If you suspect  
the message



YouTube  
1000 Cherry Avenue, Suite 200  
San Bruno, CA 94066  
Phone: (650) 827-6123  
Fax: (650) 963-3367

"This email and the information it contains are confidential and may be privileged. If you have received this email in error please notify me immediately and do not copy it for any purpose, or disclose its contents to any other person. Internet communications are not secure and, therefore, Google does not accept legal responsibility for the contents of this message as it has been transmitted over a public network. If you suspect the message may have been intercepted or amended please call me."

---